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Tire World Auto Service Center of Webster renovates and expands – all with an ecological touch

- *Introduces on-site oil reuse capability rarely seen in an independent automobile service center*
- *Installs plug-in charge stations for today's and tomorrow's electric and hybrid cars*
- *Ribbon-cutting/dedication ceremony on Thursday, Nov. 10 at 11:30 am*

The promotion of improved gas mileage, lower emissions, hybrid engines and other ecological-friendly features in the seasonal roll-out of the new 2012 cars captures our attention, but what about the recognition of similar features of the *facilities that service cars*?

With the recent completion of the renovation and expansion of the Tire World Auto Service Center of Webster (2049 Empire Blvd., near the Penfield-Webster border), customers now expect and enjoy 21st century changes in their car service experience and in the ecological footprint their service center makes. Less glamorous than the new car models? Perhaps, but no less important in the effort toward ecological responsibility.

A fixture for car repair on Empire Blvd. since 1968, the Tire World Auto Service Center of Webster has now added 3,100 square feet to its original 4,200 square feet, expanding its service area from five to nine service bays. Further, it will add two employees to its staff.

The key feature of the expansion is an EPA-approved waste-oil heater that uses customers' discarded motor oil to heat the building, virtually eliminating the handling and transportation of waste oils and lowering the demand for newly produced energy. (Collecting an average of nine gallons of waste oil a day, Tire World expects to reuse close to 2800 gallons a year, the equivalent of a medium-sized above-ground swimming pool.)

Other key features are the two plug-in charging stations for customers with electric and hybrid cars.

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“We see changes in the driving and ownership habits of our customers,” says Tire World owner Tony Sagona. “Some are shifting to hybrids and many others are keeping their cars longer and investing in maintenance and repair, so we’re ready with a larger facility with the latest in service technology for both.” This includes capabilities for changing tires, repairing or replacing brakes and exhaust systems, changing oil, replacing batteries and related maintenance and undercar repair services.

While engines and fuel change over time, “tires won’t go out of style anytime soon,” adds Sagona. “We stock tires with the latest design innovations and fuel-saving capabilities and we utilize the newest balance and alignment equipment that requires considerably less electricity.”

Continuing with its ecological approach, Tire World Auto Service Center of Webster features...

- New heated sidewalks that help ensure pedestrian safety during the winter.
- New and improved exterior lighting on timers, which ensures improved safety and security and more efficient energy use.
- E-glass double-paned windows in the waiting area, showroom and office, which create additional energy savings.
- New insulated garage doors that minimize heat loss during the winter.
- A radiant-heated floor in the service area and employee locker area that insures a safe and warm work area that is energy efficient, clean and less wasteful than a traditional hot air/duct system.

In addition, the new waiting room features a free Wi-Fi work counter & connection, USB charging stations for laptops and other electronic equipment, an LCD television, free snacks and coffee, and new chairs, “all to give our customers a comfortable and useful waiting area,” says Sagona. “They can get their own work done, stay in touch with others, or simply be entertained as they wait for their vehicles.”

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